

# Exhibit 10

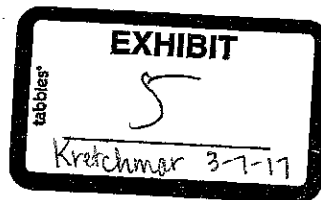
**From:** Prasertpol, Wissuta <wissutap@admissions.unc.edu>  
**Sent:** Wednesday, December 4, 2013 2:01 PM  
**To:** UGA Associates <associates@admissions.unc.edu>  
**Cc:** Kretchmar, Jen <jkretchmar@admissions.unc.edu>  
**Subject:** Core Report Comparison - Dec 4

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Dear Associates,

Please find attached the latest core report update. Please let me know if you have any questions.

Wissuta



UNC0081617

**UNC0081618**

Core Report Year-on-Year Comparison  
Date: Wednesday, December 4, 2013

	Applied			Read			Read%			Admit			Admit%			Enroll			Enroll%		
	2013	2014	Chg	2013	2014	Chg	2013	2014	Chg	2013	2014	Chg	2013	2014	Chg	2013	2014	Chg	2013	2014	Chg
<b>First Year Applicants</b>																					
Total	17,884	18,399	▲ 3%	8,425	9,317	▲ 11%	0%	1%	▲ 0%	3,482	3,968	▲ 14%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
<b>By SAT</b>																					
Average SAT Critical Reading	831	837	▲ 6	640	643	▲ 3				673	670	▼ -3				-	-	-			
Average SAT Math	849	855	▲ 6	680	681	▲ 1				687	684	▼ -3				-	-	-			
Average SAT Total (R+M)	1281	1293	▲ 12	1300	1305	▲ 5				1360	1354	▼ -6				-	-	-			
<b>By Ethnicity</b>																					
American Indian or Alaska Native	329	279	▼ -15%	130	102	▼ -22%	0%	0%	▼ 0%	75	56	▼ -25%	1%	1%	▼ 0%	0	0	-	0%	0%	0%
Asian	2,187	2,721	▲ 24%	888	1,244	▲ 26%	0%	0%	▲ 0%	444	556	▲ 25%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Black or African American	1,715	1,845	▼ -4%	532	587	▲ 10%	0%	0%	▲ 0%	252	288	▲ 14%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Caucasian	12,786	13,585	▲ 6%	6,357	7,266	▲ 14%	1%	1%	▲ 0%	2,575	3,038	▲ 18%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Hispanic or Latino	1,283	1,325	▲ 3%	535	551	▲ 3%	0%	0%	▲ 0%	284	305	▲ 7%	1%	1%	▲ 0%	0	0	-	0%	0%	0%
Native Hawaiian or Other Pacific Islander	42	41	▼ -2%	16	17	▲ 6%	0%	0%	▲ 0%	7	6	▼ -14%	0%	0%	▼ 0%	0	0	-	0%	0%	0%
Not specified - Choose not to report	1,288	613	▼ -52%	610	333	▼ -45%	0%	1%	▲ 0%	252	132	▼ -48%	0%	0%	▼ 0%	0	0	-	0%	0%	0%
Other	10	0	▼ -100%	4	0	▼ -100%	0%	0%	▼ 0%	2	0	▼ -100%	1%	0%	▼ -1%	0	0	-	0%	0%	0%
<b>By Gender</b>																					
Female	11,140	11,430	▲ 3%	5,285	5,830	▲ 10%	0%	1%	▲ 0%	2,128	2,407	▲ 13%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Male	6,744	6,968	▲ 3%	3,140	3,487	▲ 11%	0%	1%	▲ 0%	1,356	1,559	▲ 15%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Unknown	0	1	-	0	0	-	0%	0%	▲ 0%	0	0	-	0%	0%	▲ 0%	0	0	-	0%	0%	0%
<b>By Residency</b>																					
Non-resident	10,456	10,985	▲ 5%	4,760	5,168	▲ 9%	0%	0%	▲ 0%	1,208	1,142	▼ -5%	0%	0%	▼ 0%	0	0	-	0%	0%	0%
North Carolina Resident	7,207	7,207	0%	3,682	4,144	▲ 13%	1%	1%	▲ 0%	2,273	2,821	▲ 24%	1%	1%	▲ 0%	0	0	-	0%	0%	0%
Undetermined	221	207	▼ -6%	3	7	▲ 133%	0%	0%	▲ 0%	1	3	▲ 200%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
<b>By Alumni</b>																					
Alum	1,637	1,627	▼ -1%	928	983	▲ 6%	1%	1%	▲ 0%	564	654	▲ 16%	1%	1%	▲ 0%	0	0	-	0%	0%	0%
Not Alum	16,247	16,772	▲ 3%	7,497	8,334	▲ 11%	0%	1%	▲ 0%	2,918	3,312	▲ 14%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
<b>By Citizenship</b>																					
Non-Resident Alien	682	848	▲ 24%	289	288	▼ -7%	0%	0%	▼ 0%	86	81	▼ -6%	0%	0%	▼ 0%	0	0	-	0%	0%	0%
Permanent Resident Alien	288	305	▲ 2%	101	122	▲ 21%	0%	0%	▲ 0%	38	60	▲ 58%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
US Citizen	16,904	17,243	▲ 2%	8,035	8,927	▲ 11%	0%	1%	▲ 0%	3,358	3,825	▲ 14%	0%	0%	▲ 0%	0	0	-	0%	0%	0%
Unknown	0	5	-	0	0	-	0%	0%	▲ 0%	0	0	-	0%	0%	▲ 0%	0	0	-	0%	0%	0%